

Section 5



Outreach and Coordination

Section 5. Outreach (Section 2102(c))

Describe the procedures used by the state to accomplish:

Outreach to families of children likely to be eligible for child health assistance or other public or private health coverage to inform them of the availability of the programs, and to assist them in enrolling their children in such a program: (Section 2102(c)(1)) (42CFR 457.90)

Arizona has designed a very effective educational program with the community to inform families about the availability of KidsCare and assist children with enrollment in the KidsCare Program. To accomplish these two goals, Arizona has established numerous coordination procedures as required by Title XXI.

Prior to implementation of KidsCare in 1998, the Governor's Outreach Work Group, with representatives from the following agencies/organizations, met several times to develop a comprehensive education plan:

- AHCCCS
- Arizona Association of Community Health Centers
- Arizona Chapter of Academy of Pediatrics
- Arizona Children's Action Alliance
- Arizona Children's Association
- ADHS/Community and Family Health Services
- AHCCCS Contractors
- Arizona Prenatal Care Coalition
- Inter-tribal Council
- Phoenix Children's Hospital
- Participating Indian Tribes

The Governor's Office and AHCCCS worked collaboratively with tribal entities to inform Native American families about the availability of KidsCare and to assist in enrolling children in KidsCare. Please refer to Section 4.4.5 for a description of the Native American activities.

These efforts by AHCCCS have modeled successful methods used by other child-related programs (Maternal Child Health Block Grants and Women, Infants and Children Program [WIC]). The distribution of applications are targeted to those agencies, organizations and other entities who currently serve low income children. These efforts include providers for children with special health care needs and traditional safety net providers such as:

Arizona Chapter of Academy of Pediatrics, including the Medical Home Project
ADHS which administers:

- Children's Rehabilitative Services
- Family Planning
- Healthy Start
- Immunization Sites
- Maternal Child Health
- WIC

Arizona Interagency Farmworkers Coalition

Big Brothers/Big Sisters

Community Family Services Agencies

Community Based Clinics (27, of which 14 are FQHCs)

Community Legal Services

County Health Departments

DES which administers:

- TANF
- Food Stamps
- Community Services Assistance
- Unemployment Insurance
- Job Services
- Child Support Enforcement
- Services for persons with developmental disabilities
- Children Youth and Families Services

Family Crisis Centers

Food Banks

Federation of Teachers

Headstart Programs, including Migrant Headstart program

Homeless Shelters

Hospitals

Indian Health Service

Inter-tribal Council

Other advocate groups

Preschool/Special Education

Professional associations (e.g., local medical and dental)

Schools

Social Security Administration

Arizona Department of Juvenile Corrections

State Education Association

Subsidized Housing Agencies
Tribal health care and social service programs
YMCA/YWCA.

AHCCCS, and other interested parties, have developed strategies that are culturally sensitive to Arizona's diverse population, including the translation of materials in English and Spanish. These strategies include, but are not limited to the following:

- Mass media
- Radio
- Television advertisement
- Brochures
- Posters
- Flyers
- Video

A referral hotline and information number (1 877-764-KIDS (5437))

Training community advocacy groups regarding assistance to families in the completion of the universal application (*Application for AHCCCS Health Insurance*)
Statewide community information forums

Information sharing with foundations (The Flinn Foundation and St. Luke's Charitable Trust)

Collaboration with minority health groups

Partnerships with various agencies, municipalities, community organizations and ecumenical groups

In addition to the strategies identified above, informational materials are distributed through:

AHCCCS participating doctors (approximately 89 percent of all physicians in Arizona)

- Faith organizations
- Community centers
- Day care centers
- Grocery stores
- Other medical providers, such as hospitals and pharmacies
- Public health offices
- Schools
- HUD
- Other appropriate locations

Education regarding the KidsCare Program conducted through collaborative arrangements with other state, county and city agencies as well as programs that conduct education in rural and inner-city areas.

Efforts are designed to inform families about the availability of the KidsCare program, provide basic information about eligibility and instruct families about how and where to apply for the program. Information about Medicaid and the state-funded programs is included as part of the overall strategy for enrollment.

Organizations distributing the applications and information about KidsCare are provided training as needed to assist with completing the application form and collecting information as necessary.

An applicant may also receive assistance to complete the application form by calling the KidsCare Office at their statewide toll free number, 1-877-764- KIDS (5437). The applicant is assisted by an AHCCCS staff person who:

- Explain the application process, including those items, which will require verification.
- Explain enrollment and choice.
- Obtain the necessary information to fill out the application.
- Mail the application and enrollment packet to the applicant for review, signature and supply any required verification.

Applications may be mailed to the AHCCCS KidsCare Office for an eligibility determination. Applications are tracked by source and disposition code, and efforts are modified based on this data.

To specifically target low income children of migrant workers, the Arizona Interagency Farmworkers Coalition has agreed to include information about KidsCare in their newsletters. The Coalition has relationships with a number of the prominent growers in the state who employ farmworkers. Through the Coalition, AHCCCS is given the opportunity to distribute KidsCare and Medicaid outreach materials with paychecks issued to the farmworkers.

The farmworkers typically rely on the WIC program, Headstart programs, FQHCs and other community-based clinics. Each of these will be actively involved in the KidsCare education campaign.

In addition, any individual interested in learning about KidsCare may call the main AHCCCS toll-free hotline number 24 hours a day, 7 days a week or the KidsCare hotline number to learn more about the program and how to apply for services